

CITY OF NORMAN, OKLAHOMA

**CITY COUNCIL COMMUNITY PLANNING AND
TRANSPORTATION COMMITTEE AGENDA**

**Municipal Building Conference Room
201 West Gray**

Thursday, September 24, 2015

4:00 P.M.

- 1. CLEVELAND AREA RAPID TRANSIT (CART) RIDERSHIP
REPORT INCLUDING SAFERIDE AND EXTENDED SERVICE FOR
THE MONTHS OF JULY AND AUGUST, 2015.**
- 2. UPDATE ON THE RAILROAD QUIET ZONE PROGRAM IN
NORMAN.**
- 3. MISCELLANEOUS PUBLIC COMMENTS.**

Community Planning & Transportation Committee

CART Monthly Report, July and August 2015

Service Changes

August 24, 2015 – 30-minute service on Main Street (Route 10) and Alameda/E. Norman (Route 21)

New Park & Ride Lots on CART routes – 1) Sooner Mall Parking Lot and 2) Bethel Baptist Church Parking Lot

CART – Ridership Report Summary

- July Riders - CART transported 32,324 riders in July -- an average of 1,330 riders daily. This is an increase of nearly 200 riders daily from last July. An increase of 11% from last year.
- August Riders – CART transported 80,336 in August – a daily average of 7,791 during days of regular service when OU was in session (August 24-31). The average daily rider count in August excluding LNC and Campus Loop was 1,804.
- Year to date ridership (July & August) is 112,660 – an increase of 8% from the same period last year.
- Ridership is up on Lindsey East and West, Sooner Express, Research, and LNC.
- For the one-week manual count in July and August, 3.4% of the riders traveled with bicycles (450) and 1.6% with wheelchairs (209). Main Street continues to carry the most passengers with bicycles (150) and wheelchairs (93).

CARTaccess – Ridership Report Summary

- CART transported 2,805 CARTaccess riders in July and 2,885 in August -- an average of 112 riders daily.
- For FY16 year to date, CARTaccess ridership is down 5%.
- CART continues to encourage CARTaccess riders who are able to ride free on CART fixed route.

Marketing/Outreach

- CART prepared marketing materials for local media and social media to promote CART's new 30-minute service and park and ride lots and distributed the new CART Rider Guide.
- Worked with Syncromatics to develop new CART app.
- Developed new branding that will be used on new buses. The branding decal has been installed on one bus and a second bus will have the new branding decal soon.



New Vehicles for CART and Grant Activity

2 new 35' CNG Gillig buses arrived July 20. The buses are in service. They are being rotated on various routes; most recently they have been operating on Main Street, Alameda/E. Norman, Lindsey West, and LNC.

CART has been awarded New Freedom Grant funds from ODOT to purchase 3 ADA conversion vans later this fall. The grant has been signed and CART will order the buses before the end of September.

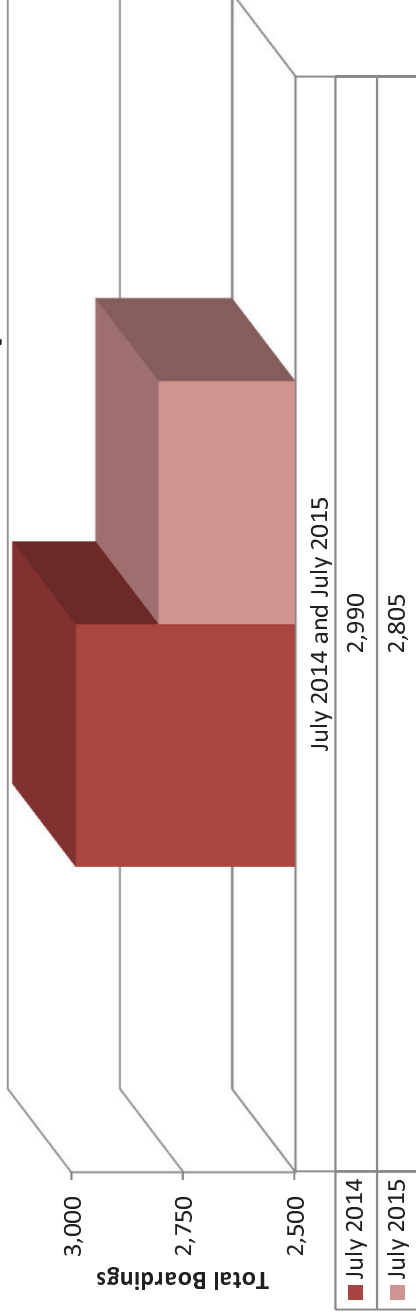
CART's FY16 FTA 5307 grant application has been approved and executed.

Transfer Station Improvements and New CDL Training Program

- Brooks St. Station – CART has submitted a request for a quote for a new water fountain at Brooks St. Transfer Station as requested by the Committee.
- CART has hired a new training supervisor certified to teach CDL courses. CART will soon begin a student CDL training program.

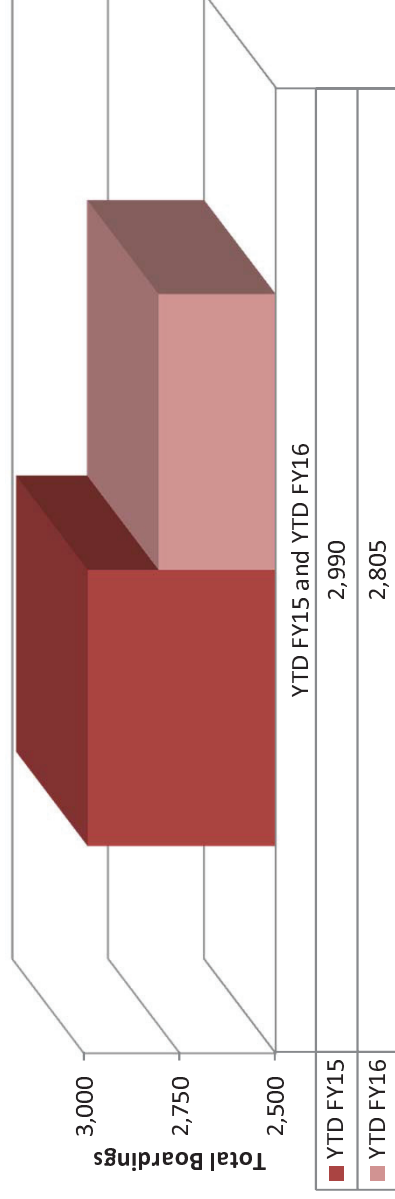
July 2015

CARTaccess Total Ridership



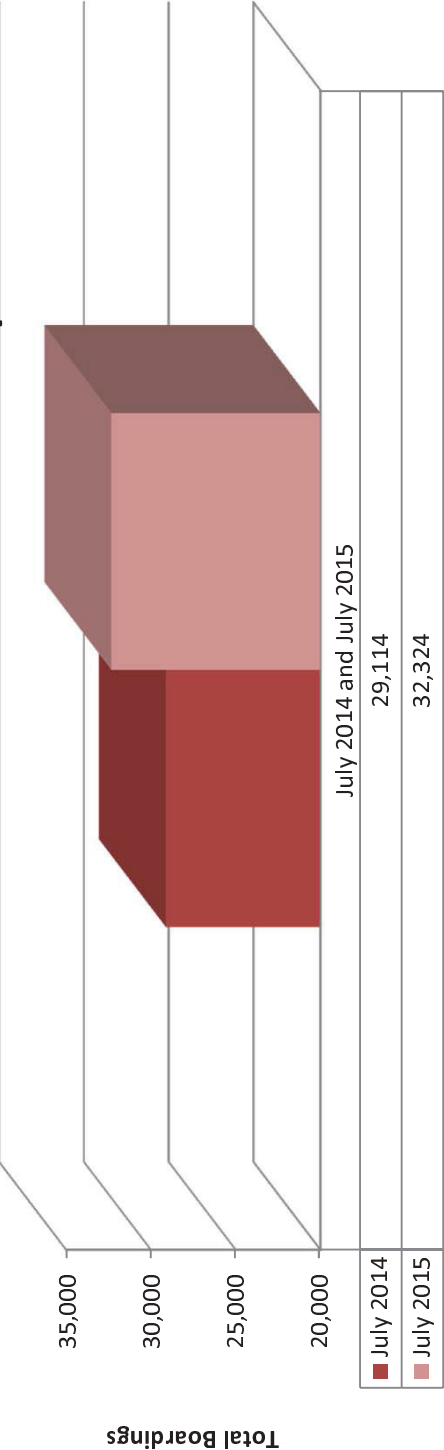
July 2015 - June 2016 (Year-to-Date FY16)

CARTaccess Total Ridership

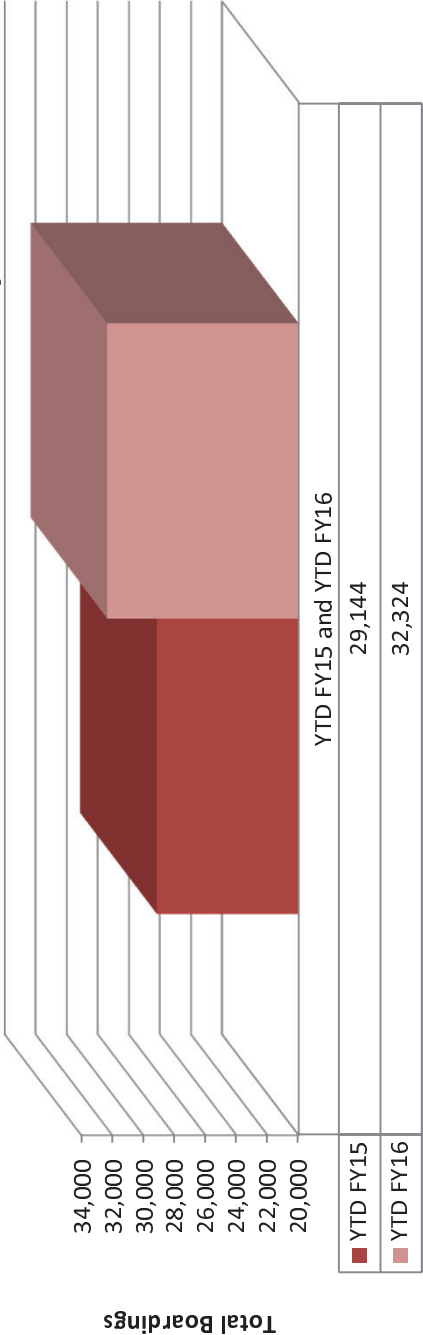


CARTaccess	July 2014	July 2015	% Change	CARTaccess	YTD FY15	YTD FY16	% Change
Monthly	2,990	2,805	-6%	Annual Total	2,990	2,805	-6%

July 2015 CART Fixed-Route Total Ridership



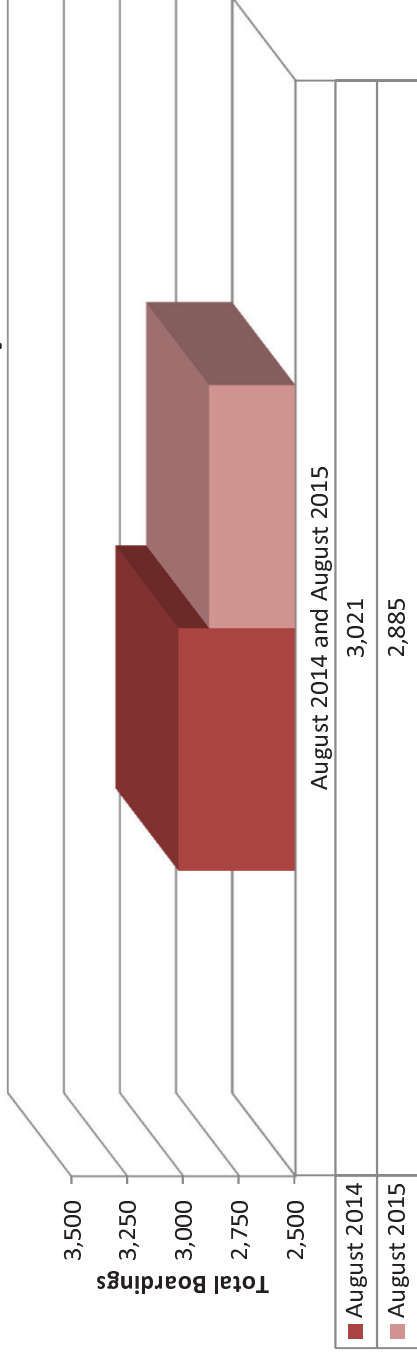
July 2015 - June 2016 (Year-to-Date FY16) CART Fixed-Route Total Ridership



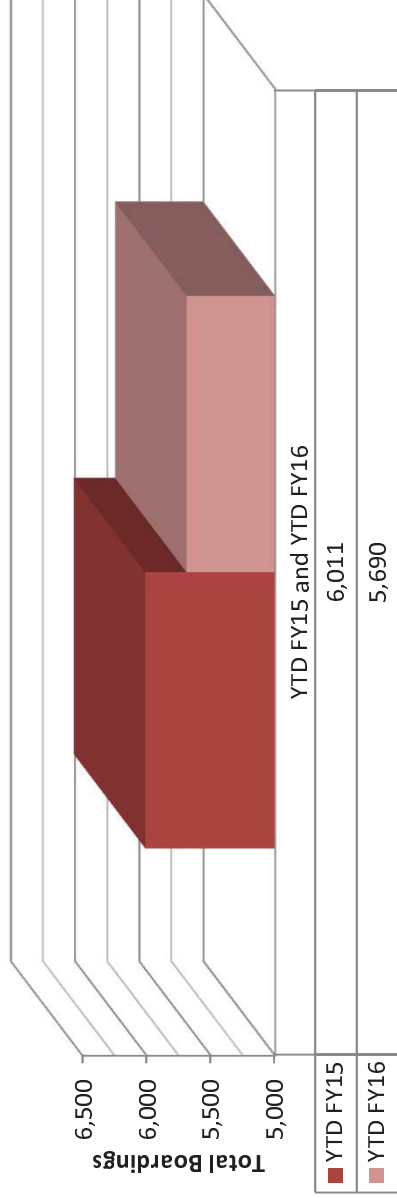
CART Fixed Route	July 2014	July 2015	% Change	CART Fixed Route	YTD FY15	YTD FY16	% Change
Monthly Total	29,114	32,324	11%	Annual Total	29,144	32,324	11%

FY15: July 1, 2014 - June 30, 2015
FY16: July 1, 2015 - June 30, 2016

August 2015 CARTaccess Total Ridership

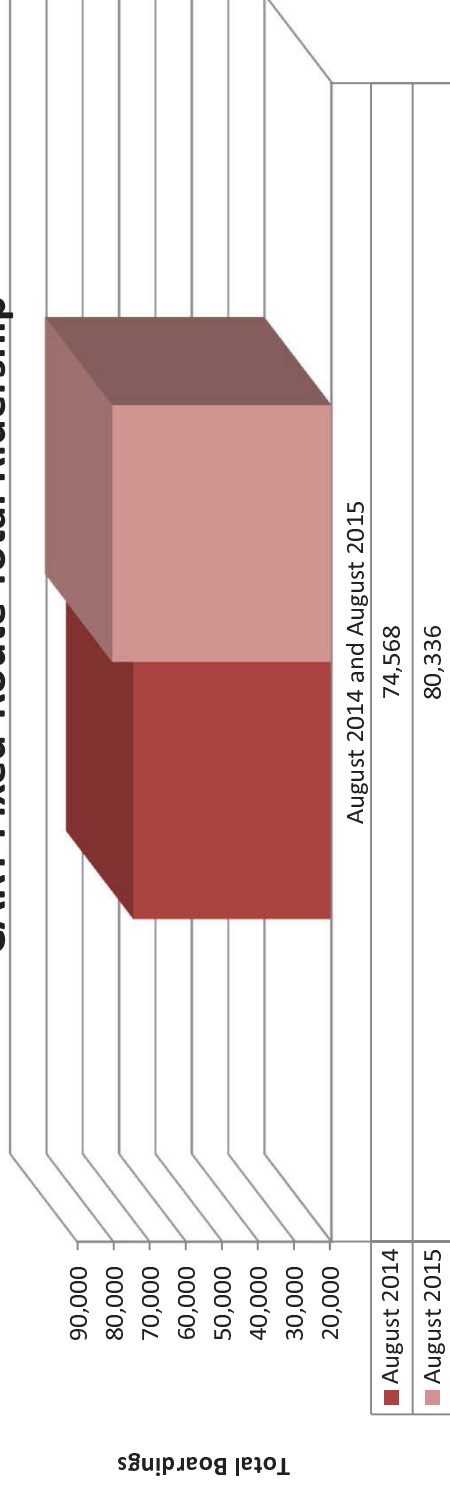


July 2015 - June 2016 (Year-to-Date FY16) CARTaccess Total Ridership

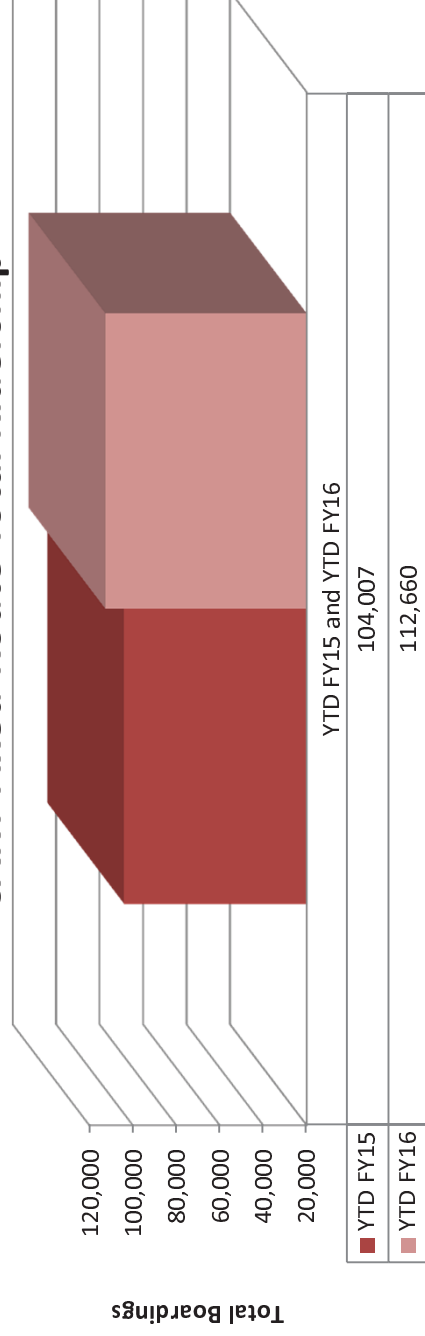


CARTaccess	August 2014	August 2015	% Change	CARTaccess	YTD FY15	YTD FY16	% Change
Monthly	3,021	2,885	-5%	Annual Total	6,011	5,690	-5%

August 2015 CART Fixed-Route Total Ridership



July 2015 - June 2016 (Year-to-Date FY16) CART Fixed-Route Total Ridership



CART Fixed Route	August 2014	August 2015	% Change	CART Fixed Route	YTD FY15	YTD FY16	% Change
Monthly Total	74,568	80,336	8%	Annual Total	104,007	112,660	8%

FY15: July 1, 2014 - June 30, 2015

FY16: July 1, 2015 - June 30, 2016

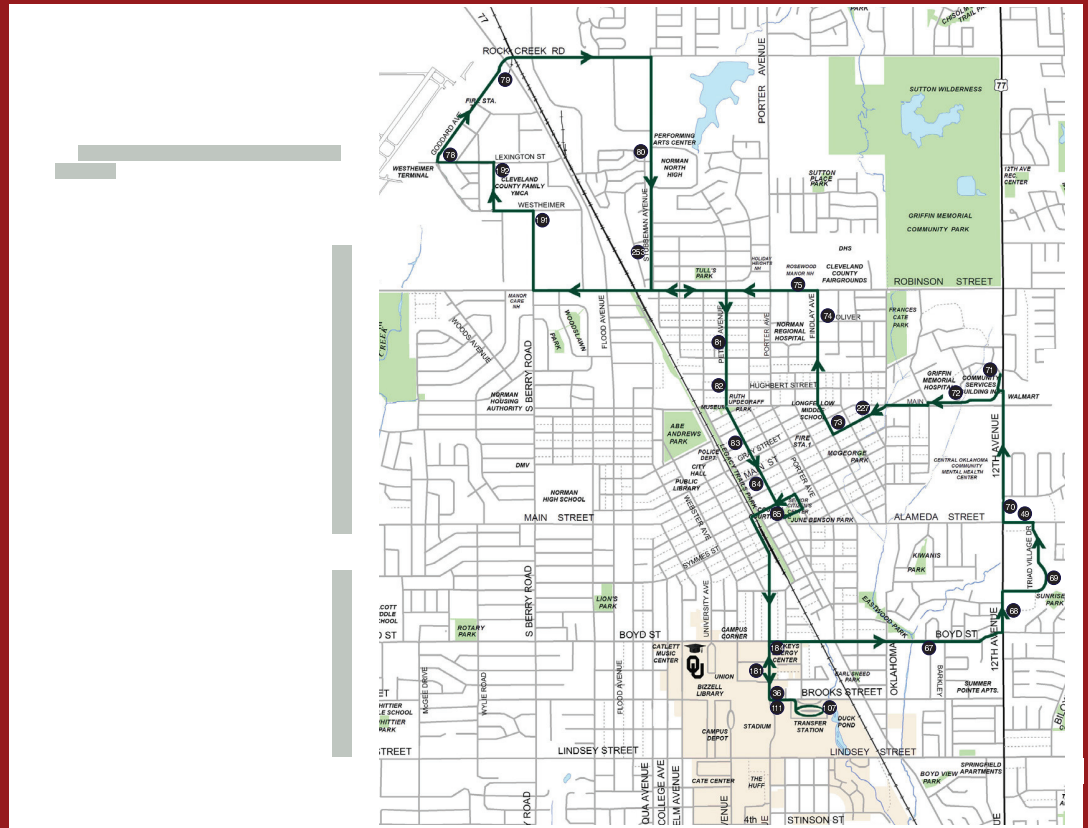
30-minute service coming Aug. 24 on Routes 10 & 21

Beginning Monday, Aug. 24, the Main Street and Alameda/East Norman routes will go from hour-long service to 30-minute service from 10:30 a.m. to 5:30 p.m. weekdays during regular schedule. Your updated route schedule also will be available on Aug. 24.



Connect with CART at
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CART on Facebook, @CARTNorman or

(405) 325-2278



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